

Nancy

K&D

Kobbs & Draft
633 Third Avenue
New York, NY 10017
212 692 4000

July 28, 1992

Ms. Claire Iwatsu
Philip Morris
120 Park Avenue
New York, NY 10017

RE: Parliament Mailing #2 - Revised Estimate

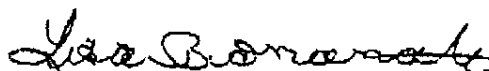
Dear Claire:

Enclosed please find a revised estimate for Parliament Mailing #2 which reflects the additional production costs of retouching the bag artwork.

As we discussed, there are two chromes for this artwork - one with a silhouette and one without. The silhouetted version is for the non-sweepstakes letter, while the non-silhouetted version is for the front of the buckslip. From a creative standpoint, we recommend using both chromes, since the non-silhouetted version will create more impact on the buckslip. Please note that even with this incremental cost, the total cost for this mailing does not exceed the \$150,000 that is budgeted.

Please review and return the signed estimate. If you have any additional questions or concerns, don't hesitate to call.

Regards,



Lisa Bonanate
Assistant Account Executive

PMcc: N. Parmet
B. Trach
K&Dcc: L. Kimmel

Nancy
Do you
agree
I agree
especially
since it's
within
the
budget.
What do
you think
-BT

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